

DEPARTMENT OF THE ARMY
NORTH PACIFIC DIVISION, CORPS OF ENGINEERS
P. O. Box 2870
Portland, Oregon 97208

NPDPA
Regulation
No. 360-1-1

7 January 1984

Army Information
PUBLIC AFFAIRS PROGRAM

1. Substitute the attached pages as shown below:

Remove


5-6

Insert

5-6

2. File this change sheet in front of the publication for reference purposes.

FOR THE COMMANDER:



CLIFTON P. JACKSON, JR.
Executive Assistant

DEPARTMENT OF THE ARMY
NORTH PACIFIC DIVISION, CORPS OF ENGINEERS
P.O. Box 287
Portland, Oregon 97208

NPDPA
Regulation
No. 360-1-1

25 May 1983

Army Information
PUBLIC AFFAIRS PROGRAM

1. PURPOSE. This regulation implements directives of higher authority, delineates responsibilities, and provides guidance for the development and accomplishment of the Public Affairs Program for the North Pacific Division (NPD).

2. APPLICABILITY. This regulation is applicable to the North Pacific Division and its Districts.

3. REFERENCES.

a. Required Publications.

(1) AR 310-1 (Publications, Blank Forms, and Printing Management). Cited in paragraph 19c.

(2) AR 310-3 (Preparation, Coordination, and Approval of Department of the Army Publications). Cited in paragraph 19c.

(3) EP 310-1-6 (Graphics Standards Manual). Cited in paragraph 10b.

(4) ER 1-1-24 (Information Program for the Engineer Family). Cited in paragraph 22b.

(5) ER 1-1-555 (Visits by the Commander and Deputy Commander). Cited in paragraph 10a.

(6) ER 310-1-100 (Printing and Publications). Cited in paragraph 19a.

(7) ER 360-1-1 (Public Affairs). Cited in paragraphs 13a, 16a, 19a, 19d, and 22.

(8) ER 500-1-1 (Natural Disaster Procedures). Cited in paragraph 24b.

(9) ER 1130-2-401 (Visitor Center Program). Cited in paragraph 14a.

*This regulation supersedes NPDR 360-1-1, dated 15 May 1982.

b. Related Publications.

(1) AR 360-5 (Public Information).

(2) AR 360-81 (Command Information Program).

(3) NPDR 108-1-1 (Maintenance of Current Library of 35mm Color Slides and Vu-Graphs).

4. EXPLANATION OF ABBREVIATIONS.

a. BPA - Bonneville Power Administration

b. DAEN-PA - Department of the Army Engineers - Public Affairs

c. DAEN-PAI - Department of the Army Engineers - Public Affairs, Information Division

d. NPD - North Pacific Division

e. NPDPA - North Pacific Division Public Affairs

f. OCE - Office of the Chief of Engineers

g. PAO - Public Affairs Office

5. POLICY. The basic public information policy within NPD is full, timely disclosure of activities, except as exempted under the Freedom of Information and Privacy Acts. Accuracy of information being released will be maintained through proper staff coordination.

6. RESPONSIBILITY.

a. Under direction of the Division/District Commander, the Chief, Public Affairs Office, is responsible for providing information relative to policies and activities of the Corps of Engineers. This information will be consistent with policy directives and security limitations of higher authority.

b. The Public Affairs Office (PAO), North Pacific Division Office, is responsible for staff supervision of District public affairs activities and recommending policies or specific actions in the development and implementation of public information plans and programs. District Public Affairs Officers have staff responsibility for public affairs programs at their level. The Division PAO will be the action office on matters affecting more than one District.

c. The Public Affairs Officer has overall responsibility for the Public Information Program and for NPD compliance with directives applicable to the Information Program.

d. All elements of the various offices will keep the PAO informed of activities with public information potential or impact and invite the PAO to participate in discussions of such issues as policies and decisions are being made. It is important that PAO involvement be included at the beginning of project planning or study initiation.

e. The PAO will be informed whenever a speaking request is received and/or accepted.

6. CONGRESSIONAL LIAISON.

a. The Division and District Public Affairs Offices will be kept informed of all presidential, congressional, and gubernatorial correspondence by receiving copies of incoming inquiries and being included on the coordination ladder for replies. Frequently a response to a congressional inquiry will prompt a statement to the media by the member of Congress which, in turn, will cause a media query to the Public Affairs Office. It is helpful to have been informed before receiving such a call.

b. District Public Affairs Officers will supply North Pacific Division Public Affairs (NPDPA) with the names of newly elected U.S. Senators and Representatives, their congressional district, address and phone number (even if only temporary) the day after they are elected.

c. After each election, the District Public Affairs Officer will, as soon as possible, acquire and forward to NPDPA a biography, photograph, permanent home state and Washington, D.C., office addresses and telephone numbers, the names of major aides, and committee assignments. This information should be kept current as changes occur.

7. MAINTAINING EFFECTIVE WORKING RELATIONS WITH FEDERAL STATE AND LOCAL GOVERNMENTAL AGENCIES.

a. The North Pacific Division has a unique relationship with the Bonneville Power Administration (BPA) in the marketing of power from Corps dams and in the membership of the Division Commander on the U.S. Entity under the Columbia River Development Treaty. Division PAO will be responsible for coordinating information releases pertaining to matters of mutual interest with the BPA Information Office.

b. The North Pacific Division is cooperating with the Pacific Northwest Electric Power and Conservation Planning Council. The Division PAO will be responsible for coordinating releases pertaining to matters of mutual interest with the Council.

c. All matters touching the interest of other governmental agencies will be coordinated to the fullest extent. Friendly personal relations should be cultivated with personnel of local offices and full cooperation will be offered whenever programs of joint participation are concerned.

8. PERSONAL CONTACTS. Division and District Commanders and their staffs should establish close working relationships with individuals and groups interested in the Corps of Engineers programs. The PAO will be especially active in this respect.

d. PAOs will establish and maintain cordial and effective working relationships with the PAOs of other Federal, State and Local Government agencies. Important news announcements affecting state and local interests, particularly where new policies, interpretations, or activities are involved, will be made known to the affected officials prior to release to the news media.

9. INSPECTION TRIPS OF THE DIVISION COMMANDER AND THE CHIEF OF ENGINEERS. When field inspection trips are made by the Division Commander, Chief of Engineers, and/or Deputies to the Chief of Engineers, they may be used to focus public attention on the Corps work in the area to be visited. Programs that would embrace radio, TV and the press, will be cleared with the Division and the Office of the Chief of Engineers (OCE) when the Chief of Engineers or Deputies are involved.

10. INFORMATION PAPERS FOR VIP BOOKS.

a. Fact Sheets for the Commander and Deputy Commander, U.S. Army Corps of Engineers, will be prepared in accordance with ER 1-1-155 in the format as shown in appendix A.

b. Information papers for all other VIPs will be provided on "Information Paper" heading, white paper, prescribed for forms in EP 310-1-6, Section 2-2, in the format as shown in appendix B.

11. SPEECHES.

a. Speeches by Division and District Commanders and their key military and civilian personnel are encouraged. The PAO will be informed whenever a speaking request is received and/or accepted. If possible, speeches or speech outlines, will be prepared in advance, even though they may be presented extemporaneously. A copy of each speech or speech outline will be filed with the PAO.

b. Copies of speeches given by District Commanders will be forwarded promptly to NPDPA for information purposes. The Division Commander's speeches will be distributed to District PAOs and circulated throughout Division and District Offices.

12. PUBLIC MEETINGS/PUBLIC INVOLVEMENT. The PAO should monitor public meetings and public involvement programs within the District to assist offices, insure the public is receiving information in a useful form, and monitor public opinion.

13. GROUNDBREAKINGS AND DEDICATIONS.

a. ER 360-1-1, chapter 6, provides the Corps basic policy and procedures for such events. In each instance, the Division Commander will be informed well in advance as to the date of the ceremony, the sponsoring agency, and when invitations are to be issued. NPDPA will be kept informed of dates, progress, etc. NPD PAO will be made an ex officio member of District committees planning ceremonies involving Presidential participation.

b. An annual Special Events Report is required by Commander, U.S. Army Corps of Engineers, (DAEN-PAI). This report will be submitted to NPDPA by 15 December each year, using ENG Form 4776-R (Special Events Report). Changes will be reported as they occur (RCS: DAEN-PA-1).

14. VISITOR FACILITIES.

a. PAOs will be familiar with ER 1130-2-401.

* b. Representatives from Public Affairs, Operations and Engineering Divisions, Project Management and Environmental Resources Branches will be involved in all phases of planning and developing visitor facilities. PAOs will act as consultants and reviewers in planning and development stages to insure story lines are consistent with current Corps policy and good public relations practices. *

* c. District PAO personnel are encouraged to write and produce story lines, scripts and copy for interpretive exhibits and displays. When material is written by other than PAO staff, the PAO will review concept, narrative and visual content prior to production of displays, audio visual shows, etc. *

* d. When exhibits or displays at projects are to be remodeled or changed, District PAOs will be consulted early and will review new or changed material to insure it conforms to Corps policy and good public relations practices. *

15. NEWS MEDIA.

a. News media releases and feature articles will be of news value to the general public rather than only to the district employees. They will be appropriate to the selected media.

b. An open door policy to the media will be maintained in all offices, and media representatives should be encouraged to tour Corps of Engineers' projects and meet and know key personnel.

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c. PAOs will maintain liaison with newspaper, radio, and television offices to which they furnish news.

d. PAOs will be alert to opportunities to inform the public about Corps activities and will release information in a timely manner.

e. A copy of each District media release will be furnished promptly to the Division PAO; a copy of each Division media release will be furnished to District PAOs.

f. When it appears that a news item can be developed into a feature story for regional or national distribution, the PAO will make every effort to release it for those markets.

g. Offices responsible for issuing public notices will coordinate with PAOs prior to public release of notices. When appropriate, a news release will be developed by PAO and sent with the public notice to the media.

h. Media releases announcing assignments of Division, District and Laboratory Commanders normally are not made by HQ USACE. HQ USACE will mail a copy of the letter and biographical summary to the appropriate Division/District PAOs, who may make local media releases anytime subsequent to five working days following the letter notification to Congress.

16. MAGAZINE ARTICLES.

a. Contributions to selected magazines, construction journals, trade press and military service journals are encouraged. All such releases will be coordinated through the PAO. Special clearance requirements are stated in ER 360-1-1, paragraphs 5-4d.

b. An information copy of an article will be provided to NPDPA at the time it is submitted to the magazine.

17. CLIPPINGS. Two copies each of major interest news clipping pertaining to the Corps of Engineers activities will be forwarded in a timely manner to NPDPA. Copies of any clippings sent to DAEN-PA will be forwarded to NPDPA with a notation of distribution. These clippings will be circulated to the Executive Office and interested Division offices.

18. LETTER INQUIRIES. Each person who writes to a Corps of Engineers office for information deserves a prompt and courteous reply. Replies to the public should be informal in tone, clear and concise, and in plain English.

19. INFORMATION PAMPHLETS.

a. The PAO is responsible for supervision and preparation of project information pamphlets, brochures and handouts in accordance with ER 360-1-1 and ER 310-1-100. The PAO will, in all cases, review and approve concept and

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content of all information publications intended for the public to insure that content and design is consistent with current Corps policy and good public relations practices.

b. Preparation of information pamphlets on matters which overlap District authorities and responsibilities (such as Columbia-Snake Inland Waterway) will be coordinated by Division PAO and costs prorated among Districts involved.

c. Where color reproduction is considered in the production of pamphlets, authorized cost limitations as specified in ER 310-1-100, section IV, paragraph 13c will be followed (Also see AR 310-1 and AR 310-3).

d. Separate booklets for each state will be prepared every four years (1982, 1986, etc.) under provisions of ER 360-1-1. The booklet title will be "Water Resources Development by the U.S. Army Corps of Engineers in (state)." State booklets will be prepared as follows: Alaska by the Alaska District, Idaho by the Walla Walla District, Oregon by the Portland District and Washington by the Seattle District. Manuscript copy and maps will be reviewed prior to printing by appropriate Division offices as coordinated by the Division PAO. Distribution will be made by the respective Districts except the Division Office will make distribution to the Governors, U.S. Senators and Representatives.

20. 35mm COLOR SLIDES.

a. NPDPA maintains a file of 35mm slides to illustrate the Division Commander's testimony to Congress, his presentations to the public, and presentations made by members of his staff. It is imperative that the slides be up to date and of the highest quality to properly represent the Corps.

b. Each quarter, Districts will supply NPDPA with a minimum of ten slides apiece. These slides could include:

(1) Up-to-date views of completed projects. NPDPA should have copies of each project's most current general view.

(2) Construction projects. Progress photography of high interest projects should be supplied as available. Series of photos shot periodically from the same location are excellent for illustrating progress.

(3) People using or obtaining benefits from Corps projects.

(4) Corps and contract personnel engaged in project construction and operations.

(5) Emergency operations, including flooding and flood damages.

(6) Events, such as public meetings, dedications, cleanup campaigns, etc.

(7) Scenics, wildlife, arty shots, etc.

(8) Corps' work for others, such as Environmental Protection Agency Superfund.

(9) Military construction projects, including artists' concepts, progress shots, completed projects, before/after on improvements.

(10) Dredges, survey boats, at work.

(11) Other views of topical or general interest.

d. Slides should be originals or high quality duplicates.

e. All slides must be identified and dated on the mounts.

f. It is intended that most of this requirement be met by supplying slides taken in the normal course of District business.

21. PHOTOGRAPHS.

a. The PAO will be responsible for photographs for spot news stories , newspaper or magazine feature stories and pictorial stories.

b. The PAO will be alert to photographs worthy of national interest for feature syndicates, major Sunday newspaper magazine supplements, and illustrated weeklies. Such photographs with complete captions may be sent directly, with a copy of the cover letter to NPDPA.

c. The PAO is responsible for insuring that photographs for PAO use meet photojournalism standards so they are acceptable to the news media and meet PAO objectives. A close working relationship will be maintained between the PAO and Reprographics Branch, Office of Administrative Services.

22. MOTION PICTURES. ER 360-1-1, paragraph 5-4e(4) provides specific guidance on motion picture production. All authorization requests will be sent to Commander, U.S. Army Corps of Engineers (DAEN-PAI) through NPDPA.

23. DISPLAYS AND EXHIBITS.

a. Displays and exhibits will be planned to gain maximum accomplishment of Public Affairs program objectives. Consideration should be given to modular type exhibit structures which lend themselves to repeated use.

b. PAOs will cooperate with organizations desiring Corps' displays when possible. PAO in NPD and OCE will assist in exhibit preparation and coordinate exchange of exhibits between divisions and districts.

24. EMERGENCIES.

a. The District Public Affairs Officer will be notified immediately of any natural disaster or major project accident. In turn, the District PAO will notify the Division PAO.

b. The Division policy for natural disasters, emergencies and major project accidents is to provide the media with every reasonable access and assistance in gathering and reporting pertinent news. See ER 500-1-1, Section 9, for complete details on the Public Affairs Plan. The DOD policy on release of information during terrorist activities is the opposite of our usual policy of providing the media with access to information.

25. COMMAND INFORMATION PROGRAM.

a. Employees will be informed of Corps activities through an internal information program which may include informational motion pictures, slide presentations and video tapes about the Corps of Engineers, visits to projects, briefings by key personnel and the regular publication of an unofficial bulletin or newspaper.

b. In accordance with ER 1-1-24, the PAO is responsible for execution of the Engineer Family Information Program.

26. IMPLEMENTATION OF THE PROGRAM.

a. District PAOs will publish an annual Public Affairs plan for their Districts. A copy will be furnished NPDPA. The Division PAO will provide assistance and guidance in preparation of District programs on request.

b. A continuous flow of information between Division and District PAOs is important to an effective Public Affairs Program. To accomplish this, PAOs will coordinate their activities with other PAOs as appropriate. This sharing of information will help insure that PAOs are aware of current developments in other Divisions/Districts which may affect their Public Affairs Program.

c. District PAOs will immediately inform the Division PAO of any natural disasters, major accidents or other events which may create media, public and/or congressional inquiry.

d. As appropriate, the Division PAO will make staff visits to each District to assist and monitor the scope and effectiveness of its Public Affairs Program.

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- * e. As appropriate, the Division PAO will call a conference of District PAOs. This conference is for the purpose of discussing problems and jointly proposing solutions to any specific phase of the Public Affairs Program. *

FOR THE COMMANDER:

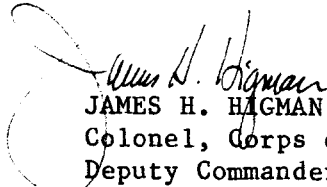
2 Appendixes

- * App A - Format for Fact
Sheets for Commander
& Deputy Commander
Visits

- * App B - Information Papers
for VIP Books

DISTRIBUTION:

A and B


JAMES H. HIGHTMAN
Colonel, Corps of Engineers
Deputy Commander

25 May 1983

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Appendix A
(Extracted from ER 1-1-155)

FORMAT FOR FACT SHEETS FOR COMMANDER AND DEPUTY
COMMANDER VISITS

(TOP OF PAGE)

(OFFICE SYMBOL)
(MAJ SMITH/PHONE NO.)
(DATE)

SUBJECT: LTG Bratton's Visit to NED

PURPOSE: (State specific problem or item of information being provided).

FACTS:

1. Facts should be supportable statements, not assumptions or conclusions.
 2. Furnish background information on any problems, controversial items, matters that may require the CG/DCG to give an opinion or render a decision and any other information that may help in preparation for the trip.
 3. Do not include more than one item in a single fact sheet.
 4. Include maps when necessary to give the CG/DCG a clearer view of the geographical area being discussed.
 5. Fact sheets will be one page in length and enclosures will be held to a minimum. When inclosures are used they will be tabbed sequentially, A, B, C, etc. All references to TABS in the text of the fact sheet will be underlined.
 6. A fact sheet will be prepared as follows:
 - a. It will be typed single spaced on plain, 8 1/2 x 11, white bond paper. Paragraphing and numbering will be the same as a military letter.
 - b. Fact sheets will be submitted in one copy, unless otherwise directed.
 7. The fact sheet will be signed directly above the name on the authentication line and dated. Commanders and Deputy Commanders of FOA are authorized to authenticate fact sheets.
- 1 Encl (When enclosures are used, they will be listed two spaces below the last Paragraph of the text.)

AUTHENTICATION: COL. J. P. BRIDGE

DATE:

**US Army Corps
of Engineers**
North Pacific Division

Paper

25 May 1983
Date:

NPDR 360-1-1
25 May 1983

Appendix B

INFORMATION PAPERS FOR VIP BOOKS

- * All information papers for VIP books will be typed in the following format:

The date the fact sheet is prepared will be typed on the appropriate line in the heading at the top of the page.

Left, right and bottom margins will be at least one inch.

The title will be the official name of the project discussed, as stated in budget documents, and will be typed all capital letters, underlined and centered four (4) spaces below bold black line. Following pages will begin with the title typed 1 1/4 inches down from the top on plain white paper in the same format as the first page except it will be followed by "(continued)." Additional pages will be numbered one inch from the bottom, centered.

Text will be typed single spaced, double spaced between paragraphs, using IBM Selectric Letter Gothic element, 12 pitch (or similar style and size element), starting four (4) spaces below the title. First sentence of each paragraph will be indented five spaces. Paragraphs will be unnumbered.

The office symbol of the preparing office will be typed one inch from the bottom of the last page, flush with the last margin.

In the interest of consistency:

All electrical capacities will be stated in kilowatts.

Step by step details (i.e., detailed date of initiating, completing, forwarding, and approving studies; seeking and awarding bids, etc.) are NOT necessary. If a project is essentially complete the nitpicking detail of it being "97% complete" is NOT germane. John Day Lock and Dam is a "completed" project even though slots were provided for four additional units.

*

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INFORMATION PAPERS FOR VIP BOOKS (continued)

Dimensions for dams will include length of dam at crest, height above foundation, length of spillway and number of gates (but not size of gates), length of powerhouse, rated capacity of generators, number of generators and total nameplate capacity (not "overload" or "maximum" capacity).

Writing will be clear with a minimum use of jargon and acronyms, especially things like "RCC" for "roller compacted concrete."

All material will be updated to date of visit, or as close as possible. Do not use 1981 figures when 1982 are available.

If appropriate, a final paragraph will outline briefly the status of the project including such items as approval by Board of Engineers for Rivers and Harbors, etc.

Social and political implications of project should be discussed only when they represent on-going problem areas, and then briefly.